

Subject card

Subject name and code	Business Forecasting, PG_00173202						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Logistics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Beata Chmiel				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		15.0		20.0	50
Subject objectives	The aim of the subject is to acquaint students with forecasting methods used in an enterprise and to acquire practical skills in their application. In addition, the aim of the subject is to acquaint students with the possibilities of using the Statistica program for business forecasting. The topics covered during the classes can also be discussed with the instructor during consultation hours, if necessary.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_W10] knows and understands the key issues and theoretical aspects of managing a business entity on the international market and selected detailed issues of the international business	The student knows and understands the importance of forecasting in the management of a business entity.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[IBMU2_U03] can accurately select and use sources of information on international business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way	The student is able to accurately select and use sources of information, evaluate, critically analyze and creatively interpret them, and is able to present them.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[IBMU2_K05] is ready independently identify, diagnose and resolve dilemmas and alternative solutions related to international business	The student is ready to independently identify, diagnose and solve dilemmas and alternatives related to business forecasting.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
	[IBMU2_U02] can interpret statistical data and economic indicators, and select and use quantitative and qualitative methods and tools developed by economic sciences, including advanced information and communication techniques	The student is able to select and apply quantitative and qualitative methods and tools developed by the economic sciences, including advanced IT tools.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[IBMU2_K03] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	The student is ready to think and act in an entrepreneurial way; adapts to new situations acquires resilience to failure. The student is prepared to acknowledge the need for consultations with the course instructor in the case of complex issues related to economic forecasting.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
	[IBMU2_W02] knows and understands methods and tools for describing economic phenomena, including data acquisition techniques, which make it possible to describe and analyse business entities functioning on the international market as well as processes and phenomena occurring in them and between them	The student knows and understands the methods and tools for describing economic processes and systems, enabling the construction of a forecasting model.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[IBMU2_U08] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student is able to cooperate and work in a team, taking a leading role in it.	[SU1] oral statement/conversation/ discussion
	[IBMU2_K02] is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international business	The student is ready to critically evaluate the level of acquired knowledge, skills and professional competence in business forecasting.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
Subject contents	1) Introduction to the Statistica package Documents in Statistica, worksheet elements, variable specification window, program modules, importing data from another application, data validation, creating subsets, creating own worksheet 2) The essence of forecasting Definitions of forecast and forecasting, functions and classifications of forecasts, parameters of the evaluation of forecasting quality, costs of forecasting 3) Forecasting methods Time series models (trend estimation, adaptive models), cause-effect econometric model, brain storming, Delphi method, surveys, scenario building, forecasts by analogy		

Prerequisites and co-requisites	Knowledge of the nature of the econometric model and the skills to apply it in selected areas.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Active participation in classes (possibility of additional points)	0.0%	5.0%
	Assessment test	51.0%	95.0%
Recommended reading	Basic literature	G. Elliott, A. Timmermann, <i>Economic Forecasting</i>, Princeton University Press, Princeton, Oxford 2016 J. W. Wisniewski: <i>Microeconomics in Business Management</i>, Wiley 2016 N. Vandeput, <i>Data Science for Supply Chain Forecasting</i>, De Gruyter, 2021	
	Supplementary literature	M. K. Evans: <i>Practical Business Forecasting</i>, Blackwell Publishers, 2009 M. H. Spencer: <i>Business and Economic Forecasting, an Econometric Approach</i>, Hassell Street Press, 2021 L. Reszka: <i>Econometric Forecasting in Logistics Support System for Small Enterprise</i> [in:] N. Fabbes-Coste, M. Koulikoff-Souvion (red.): Ninth ELA Doctorate Workshop 2004. European Logistics Association 2004	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	-		
Work placement	Not applicable		

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